RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Alan:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **15** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	**1**
Light 100	12300-24961	**1**

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.4965**
SKU WT (w/o Product):	**1.1700 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$119.35**

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Source: https://www.industrydocuments.ucsf.edu/docs/xfmy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.* UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*2 CARTONS EACH STYLE: *DORAL LIGHT / LT 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$9.80 (.7 (12M) case(s) @ $14.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/xfmy0000

WHOLESALER : 332520 KEYSTONE TOBACCO CO.,INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	763325	ANGLE MARKET_#1	254 CHENANGO ST	BINGHAMTON	NY	13901	2				(607)722-7582
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	1				(607)785-9600
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	1				(607)754-8031
162204	162226	746235	PARLOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	2				(607)722-4643
162204	162226	762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	13905	4	NYS			(607)772-8079
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	2	NNYS			(607)722-933
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	2	NYS			(607)724-4557
162605		058682	SWEENY'S MARKET	6518 STATE RT 434	APALACHIN	NY	13732	1	NYS			(607)625-3341

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 15

********** END OF REPORT FOR PROMOTION 800018 **********

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WHOLESALER PACKING INSTRUCTIONS

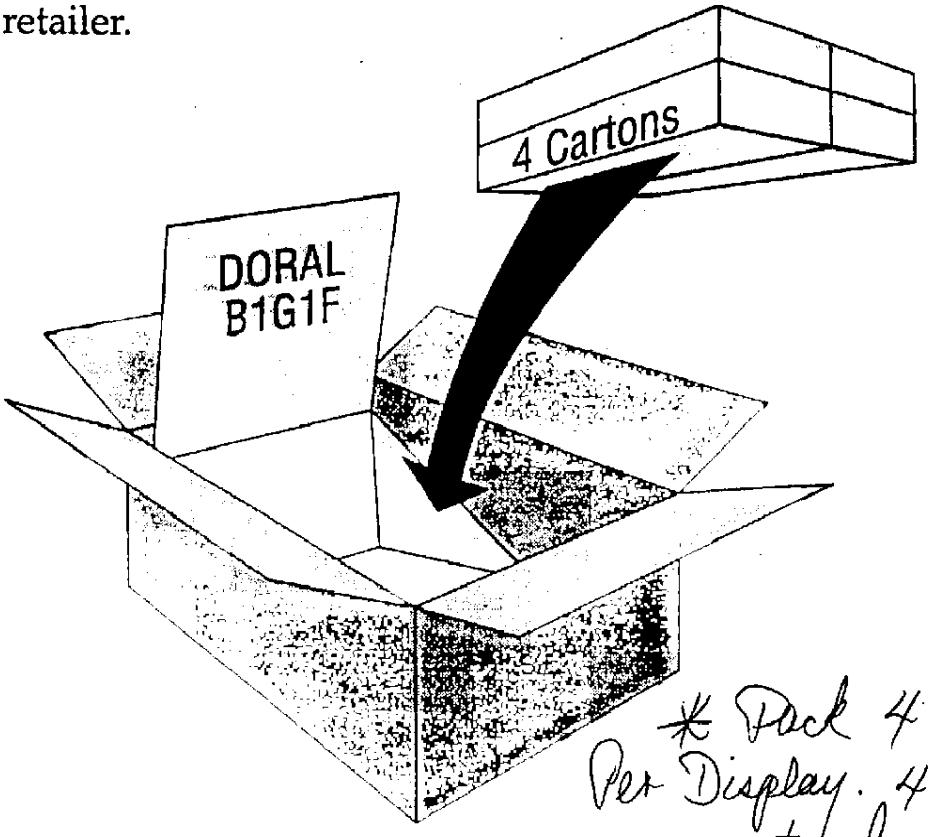
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* Pack 4 Cartons Per Display. 4 Styles may not be shipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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DORAL

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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